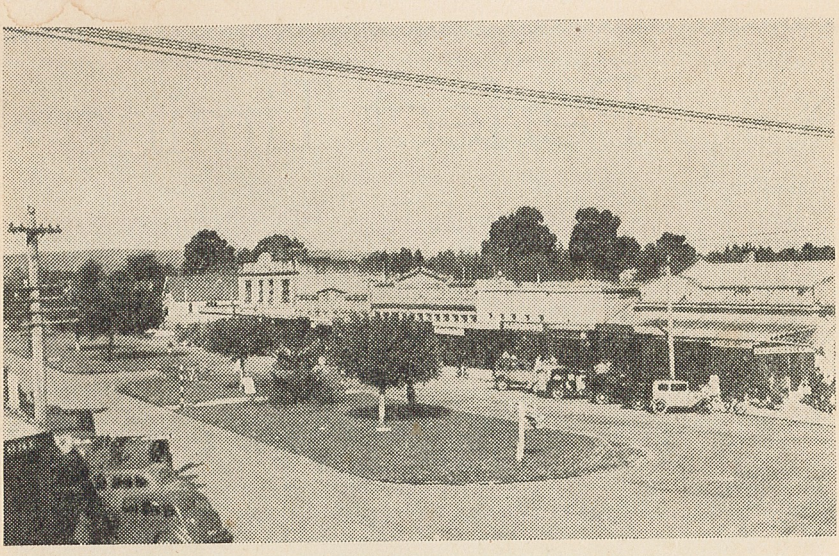


BROADWAY, MATAMATA

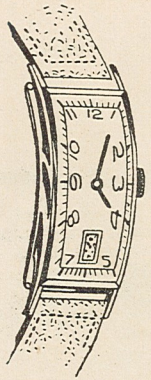
Guide

to the Town of

MATAMATA

A comprehensive handbook for visitors and intending visitors «»

ISSUED BY THE MATAMATA JAYCEE INCORPORATED
AFFILIATED WITH THE N.Z. JUNIOR CHAMBER OF COMMERCE (INC.)



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Inspect our Comprehensive Range of Well Known Brands

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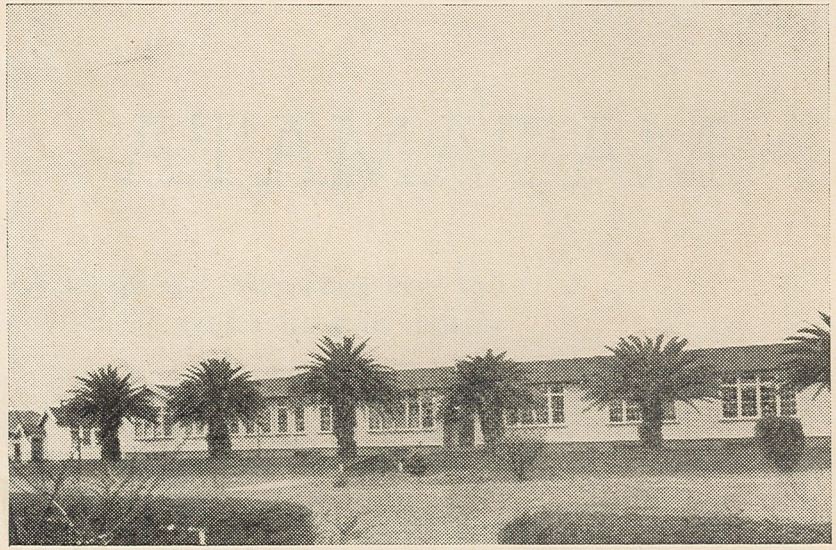
WATCHMAKER and JEWELLER

— FOR —

QUALITY and RELIABILITY

ARAWA STREET, MATAMATA ——————— PHONE 630



MATAMATA COLLEGE

AERIAL VIEW OF TOWN OF MATAMATA

White's Aviation Ltd. Photo

Welcome to Matamata

This booklet is not only a salute to the pioneers who helped to build a Nation but carries with it a warm welcome to all who accept our invitation to visit us, be it for a day, a week, or better still, a lifetime.

For the farmer, the businessman, or for those on holiday, there is interest a-plenty in a district abounding with smiling farms and smiling faces.

We are told that the visitor who tosses a coin into a certain fountain in Rome will always return.

Possibly our Hot Springs exert the same magic influence or maybe it is the warm hearted hospitality of our people because we find all visitors as glad to return as we are to have them with us.

E. T. STANLEY, Mayor.

Your Shopping Centre in Matamata

J. E. CUMMINGS LIMITED

REPAIRS

ALL CLASSES CYCLE AND MOTOR CYCLE REPAIRS UNDERTAKEN

MORRISON MOTOR MOWERS

WE SELL SERVICE SPECIALISE

E. J. S. RICHARDSON

BROADWAY :: :: :: MATAMATA

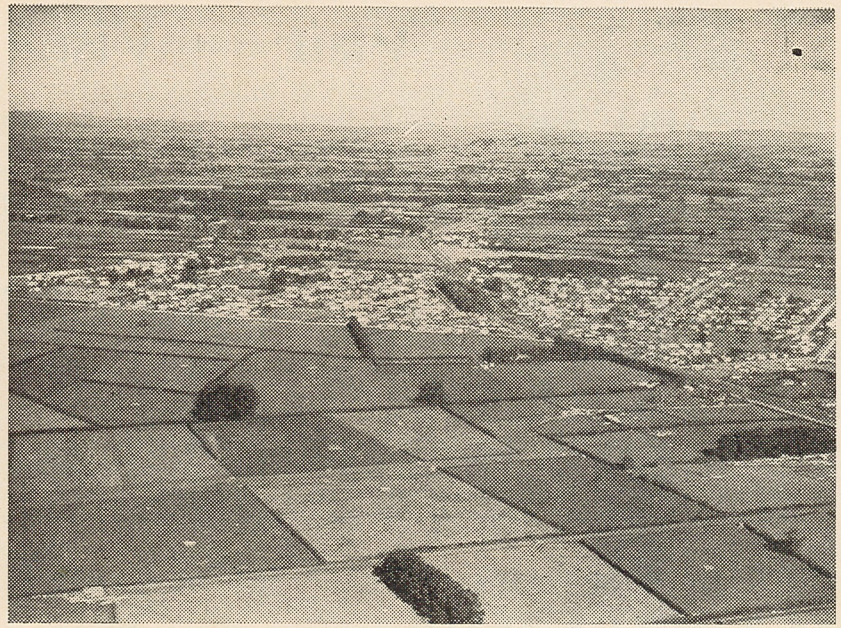
Griffin & Son

MATAMATA ELECTRIC BAKERY

— FOR —

FIRST-CLASS BREAD

FIVE TIMES WINNER SILVER CUP FOR WHOLEMEAL



AERIAL VIEW OF MATAMATA PLAINS
White's Aviation Ltd. Photo

Matamata, The Golden Valley

FEW districts in New Zealand can provide such astonishing contrasts between the old and the new as Matamata where the land literally flows with milk and honey.

Just a short run from Lake Karapiro Matamata nestles under the Kaimai Range on the railway line to Rotorua and on the road from Hamilton to Tauranga.

According to the Centennial History of the Matamata Plains, Matamata (extremity or point) was aptly named, for in Maori days a great swamp interspersed with patches of Kahikatea extended inland from the Firth of Thames right up to the Tower, a famous landmark.

Within 100 years the savage era of Te Waharoa and later Te Kooti had been followed first by the missionary period of Archdeacon Brown and later by the pioneering days of J. C. Firth.

The lives of Te Waharoa, his son Wiremu Tamihana, Archdeacon Brown and of J. C. Firth make fascinating reading, but even more

Visit——Visit

Gardiner's Gardens

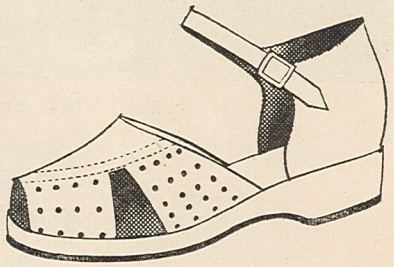
MATAMATA

BEGONIA SHOW OPENS CHRISTMAS TO EASTER

HAPPY FEET are assured in . . . .

HANNAH'S

HOLIDAY FOOTWEAR



Obtainable at any of our 42 Branches. Your Nearest Branch is MATAMATA.

For Your

PETROL—OIL—GREASING

While in the District Make a Point of Calling at

BLACK'S SERVICE STATION

CORNER PERIA AND WAHAROA ROADS

PHONE 236M, MATAMATA

SHELL SPECIALISED SERVICE

fascinating is the story of the transformation of the Matamata Plain from useless swamp to the most productive land in the world.

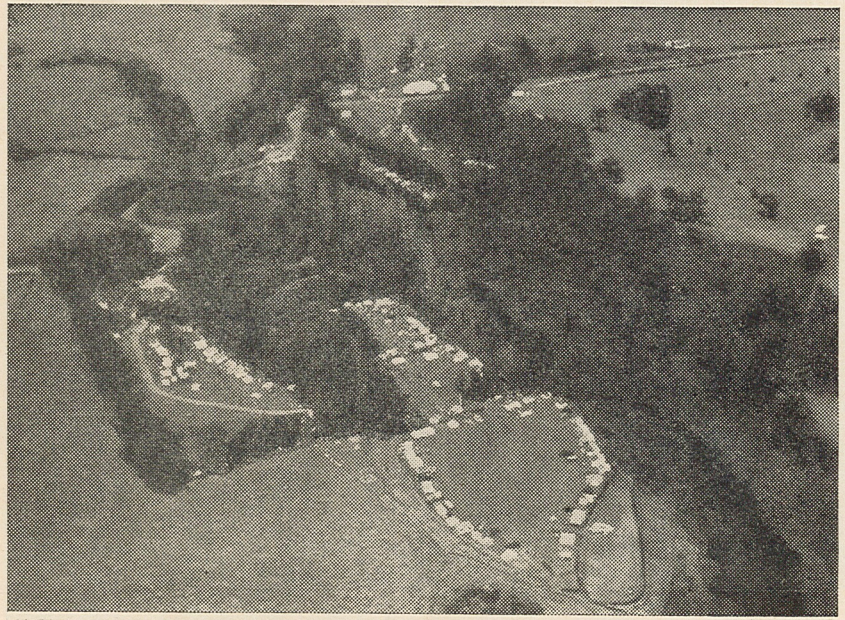
Within a radius of 13 miles from the Matamata Post Office, five dairy factories produce over 18,000 tons valued at over £3,000,000 annually, plus another £3,000,000 for other farm products. Further to the South in the County are exotic forests around Tokoroa where the building programme required to harvest this wonderful crop is simply stupendous.

Joseph Firth and Wiremu Tamihana inspired Pakeha and Maori to live in friendship and harmony, to work hard and to play hard. Their example inspired leaders among those who followed them and produced championships in every line of human endeavour.

Every outdoor interest is catered for and the community spirit is so manifest that it is a work of art for the numerous clubs and societies to book one of the many halls for an unexpected function —the War Memorial Community Centre will fill a long felt need in this regard.

Matamata looks to the past with pride and to the future with confidence.

You really should try the Hot Springs, have a round of golf or wander round this district where industry receives its due reward and the past due reverence.



AERIAL VIEW OF OKAUIA SPRINGS
White's Aviation Ltd. Photo

When in Matamata Be Sure To Visit . . . .

OPAL HOT SPRINGS AND MOTOR CAMP

These Springs Contain The Famous

OPAL PRIVATE MINERAL POOL

Famed throughout the North Island for its Marvellous Curative Properties for such cases at Rheumatism, Neuritis, and all similar complaints.

Cabins and Furnished Cottages For Hire. Camp and Caravan Site.

Electric Points for Caravans

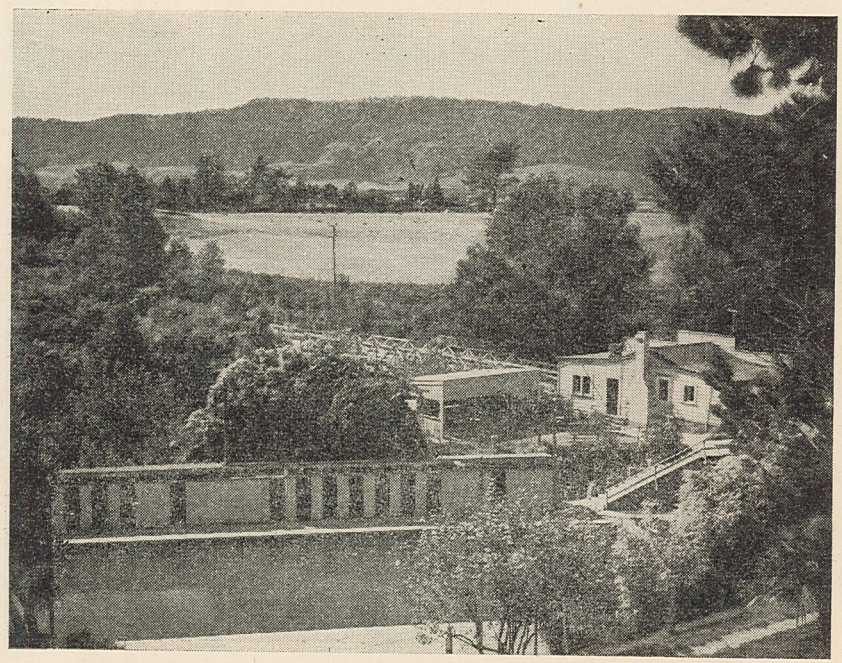
Attractions: Three Public Swimming Baths; Tennis Court; Fishing; Golf Course adjoins property.

General Store ——————— Swimming Suits, etc, For Hire

Charges on Application to Proprietor:

F. W. NEWMAN

PHONE 478M, MATAMATA



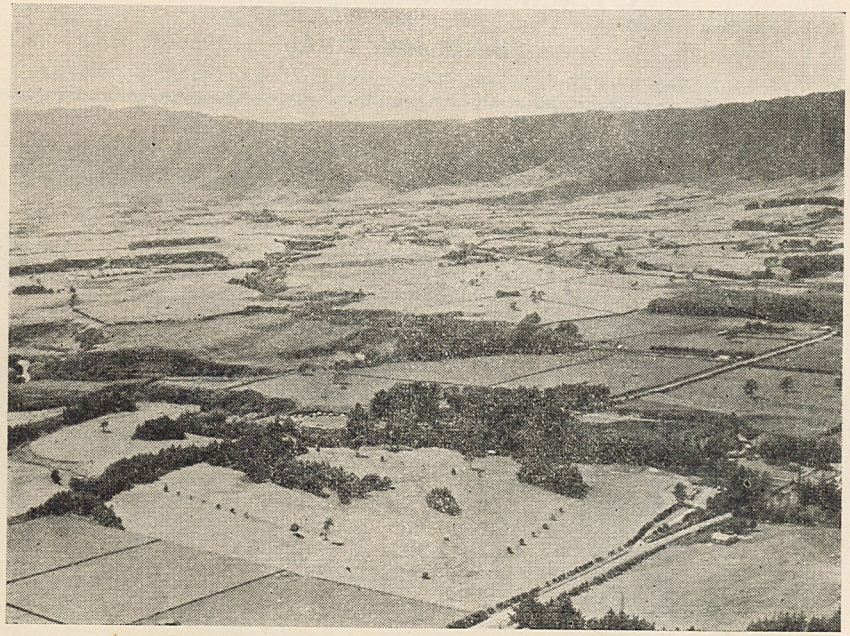
Places of Interest

OKAUIA HOT SPRINGS.—The Okauia Hot Springs "Crystal and Opal" are situated four miles from Matamata, one on each side of the Waihou River. They offer every camping and picnicing facility and afternoon teas are available in picturesque surroundings.

CRYSTAL SPRINGS.—Over the bridge on the far side of the Waihou River we find the Crystal Springs; a large hot pool with sandy bottom and surrounded by 12 acres of camping ground and natural bush. This is the largest hot mineral pool in New Zealand, being 120 feet long and 35 feet wide and varying from 4 feet to 7 feet in depth. It has an output of 30,000 gallons per hour at a temperature of 97 degrees. Adjacent to the main bath, but screened by tall bamboo is the smaller and slightly warmer Ladies' bath 32 feet square with an all-over depth of 4 feet, and surrounded on two sides by bush and overhanging pungas. There is also a shallow pool for Children and toddlers where they may play without fear of mishap.

OPAL SPRINGS.—The Opal Springs are situated on the near side of the Waihou River and consist of a full size swimming bath constructed of concrete with two smaller and warmer pools at the head of the main bath. These baths are also situated in a spacious and well equipped camping ground.

PRIVATE OPAL POOL.—In addition to the Main Opal bath is the Private Opal Pool formed in a natural rock setting, it is somewhat hotter than the large bath and a most delightful spot for a private swim. The key is obtainable at the office and it is well worth a visit.



AERIAL VIEW OF OKAUIA GOLF LINKS
White's Aviation Ltd. Photo

OKOROIRE HOT SPRINGS HOTEL LTD.

(Three Star) (Licensed)

Halfway between Hamilton and Rotorua, 13 miles from Matamata

New Zealand's Most Charming and Complete Inland Spa and Holiday Resort

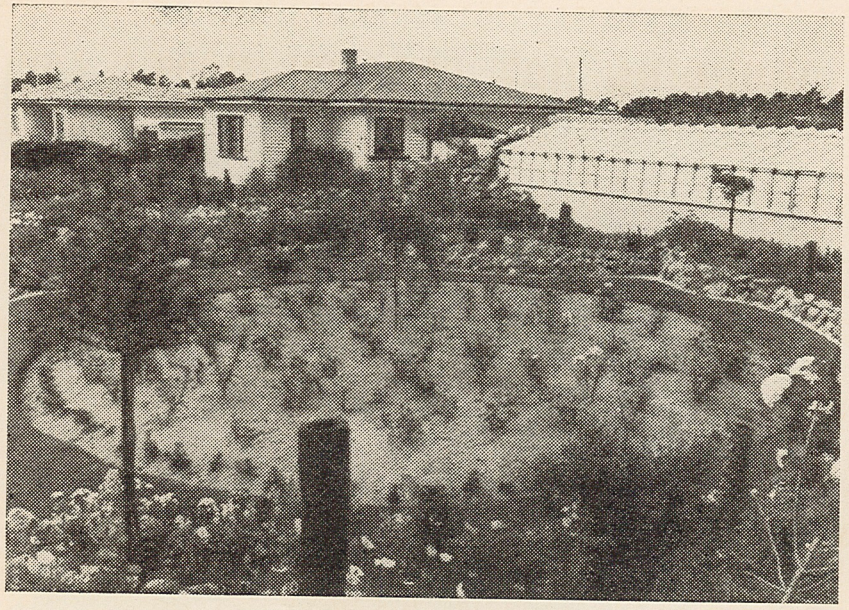
Golf Links, Tennis Courts, Bowling Green and Hot Mineral Baths on Property, a few yards from Hotel.

TARIFF 24/6 DAILY.

N. L. HIGGINSON, Managing Director

PHONE 44M, TIRAU

OKOROIRE GOLF LINKS



BEGONIA HOUSE AND GARDEN

MUNICIPAL BATHS.—These modern cold water baths are situated in Meura Street, Matamata, and are open to the Public during the summer months.

FISHING.—There are numerous streams within easy reach of Matamata and all provide good fishing. Those who wish to go further afield will find the fishing good in Lake Karapiro on the far side of the Maungatautari Bridge about 12 miles from Matamata Post Office.

OKOROIRE.—12 miles south of Matamata, Okoroire is within easy striking distance for a short trip. Here again we find Hot Springs and the key to the baths may be obtained at the Hotel. A nine hole golf course is an added attraction where a leisurely game may be played over pituresque and slightly undulating country. Tennis courts in pleasant shady surroundings are also available by the hour. First-class accommodation is available at the Okoroire Hotel.

KAIMAI TRIP.—A short trip of 12 miles on the Tauranga Road will bring you to the top of the Kaimai Range: From this vantage point a beautiful panorama of the extensive Waikato Valley stretches before you. It is interesting to note that this is the most extensively farmed area in the world. If you happen to be at the summit in the morning, Ngaruahoe is visible away to the South-west from some vantage points. A cup of tea at the kiosk before returning is a pleasant interlude.

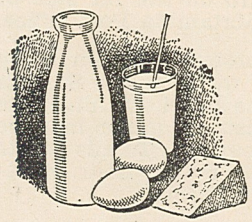
BEGONIA HOUSE.—A treat for the Garden Lover is to be found at the Nursery of Mr J. Gardiner in Waharoa Road East. On view is one of the finest collections of Begonias in New Zealand and these magnificent blooms have to be seen to be believed. These flowers are at their best between the months of December and March. A fine display of orchids together with numerous other blooms creates attractive interest to the visitor.

MATAMATA'S FINEST DISPLAY

BEAUTIFUL ENGLISH CHINA AND CRYSTAL

BARRY and HASTINGS Ltd.

ARAWA STREET ——— MATAMATA ——— PHONE 89M



TOP of the WORLD

with

TIP TOP Ice Cream

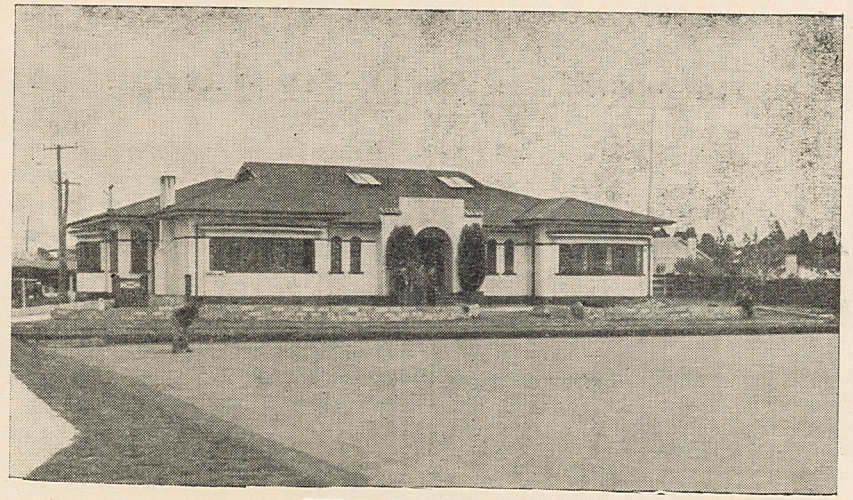
SUNDAES ● ***MILK SHAKES*** ● ***SOFT DRINKS***

AND AN EXTENSIVE RANGE OF FIRST-CLASS CONFECTIONERY

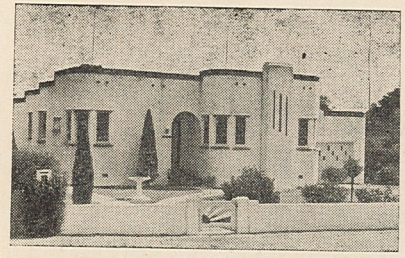
—— AT THE ——

MANLY MILK BAR

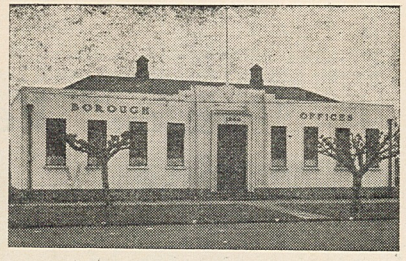
Also for that Light Snack enjoy our Delicious Tea or Piping Hot Coffee served with Sandwishes, Biscuits or Toast



THE MATAMATA CLUB



A MODERN HOME IN ATTRACTIVE SETTING



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We realise a satisfied customer is our best friend, therefore we seek to retain goodwill through courteous service and dependable merchandise

Suggested Day Trips

Matamata has an ideal central location. Within a radius of 40 miles may be found many tourist attractions.

We recommend the following listed trips.

TE AROHA:

This tourist resort is situated 22 miles from Matamata and a pleasant ¾-hour drive through interesting farmlands will bring you to an attractive town nestled at the foot of Mt. Te Aroha.

The main attraction will be a visit to the Govt. Tourist Domain with its beautiful gardens, hot mineral baths and facilities for every branch of sport.

One of the pleasant hillside walks brings you to the site of the only hot soda geyser in the world, which plays at regular intervals.

Mineral baths from 7 a.m. to 10 p.m. daily.

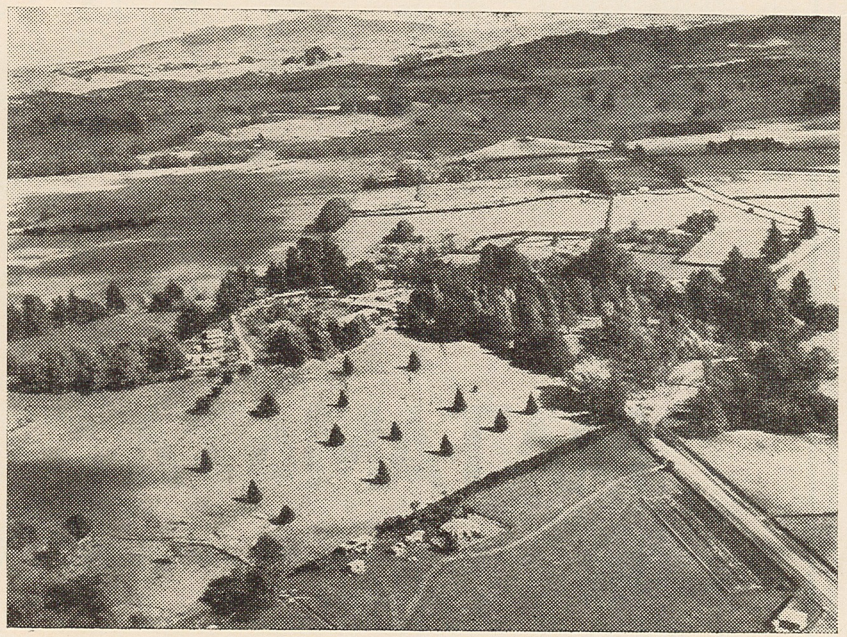
TAURANGA:

A trip to this seaside town is well worth while. It affords that unique opportunity of combining rural bush and mountain scenery.

From Matamata the route proceeds to the Kaimai summit—1,250 feet above sea level, from here can be obtained an unsurpassable view of the rich Matamata valley and surrounding district even to the distant Mt. Ruapehu on a favourable day.

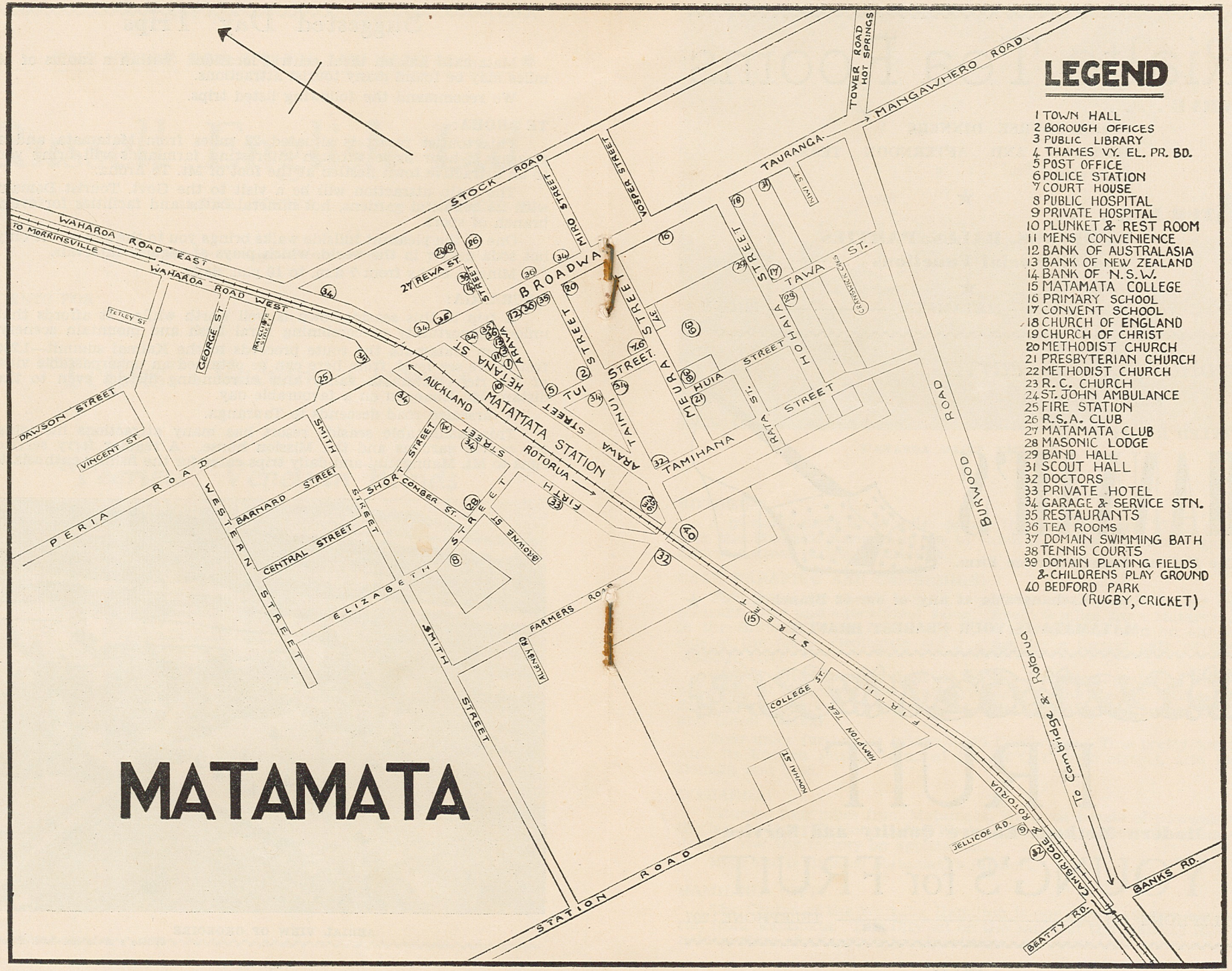
A tarsealed road descends to Tauranga.

This fashionable seaside resort has many attractions including the cactus gardens and the Mission house. A regular ferry service runs to Mt. Maunganui and daily trips cater for the fishing enthusiast.



AERIAL VIEW OF OKOROIRE

White's Aviation Ltd. Photo


MATAMATA
LEGEND
1 TOWN HALL
2 BOROUGH OFFICES
3 PUBLIC LIBRARY
4 THAMES VY. EL. PR. BD.
5 POST OFFICE
6 POLICE STATION
7 COURT HOUSE
8 PUBLIC HOSPITAL
9 PRIVATE HOSPITAL
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13 BANK OF NEW ZEALAND
14 BANK OF N.S.W.
15 MATAMATA COLLEGE
16 PRIMARY SCHOOL
17 CONVENT SCHOOL
18 CHURCH OF ENGLAND
19 CHURCH OF CHRIST
20 METHODIST CHURCH
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22 METHODIST CHURCH
23 R. C. CHURCH
24 ST. JOHN AMBULANCE
25 FIRE STATION
26 R.S.A. CLUB
27 MATAMATA CLUB
28 MASONIC LODGE
29 BAND HALL
31 SCOUT HALL
32 DOCTORS
33 PRIVATE HOTEL
34 GARAGE & SERVICE STN.
35 RESTAURANTS
36 TEA ROOMS
37 DOMAIN SWIMMING BATH
38 TENNIS COURTS
39 DOMAIN PLAYING FIELDS & CHILDRENS PLAY GROUND
40 BEDFORD PARK (RUGBY, CRICKET)
TOWER ROAD HOT SPRINGS
MANGAWHERO ROAD
TAURANGA
STOCK ROAD
WAHAROA ROAD EAST
TO MORRINSVILLE
WAHAROA ROAD WEST
BROADWAY
MATAMATA STATION
AUCKLAND
ROTORUA
BURWOOD ROAD
To Cambridge & Rotorua
PERIA ROAD
STATION ROAD
SMITH STREET
CENTRAL STREET
BARNARD STREET
SHORT COMBER ST.
ELIZABETH STREET
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VINCENT ST
TETLEY ST
GEORGE ST
REWA ST
ARAWA ST
HETANA ST
TUI STREET
TAINUI STREET
TAMIHANA
HUIA STREET
TAWA ST.
HAIA STREET
RATA STREET
HOTH STREET
NAVY ST
CHRISTIAN CRES
FIRTH STREET
BROWNE ST
YOSSER STREET
MIRO STREET

Rialto Tea Rooms

SERVE . . . .

THREE-COURSE DINNERS
MORNING AND AFTERNOON TEAS
SUPPERS

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CATER FOR . . . .

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With a Difference

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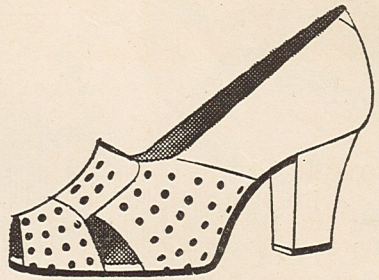

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Modern Methods Ensure Quality and Service

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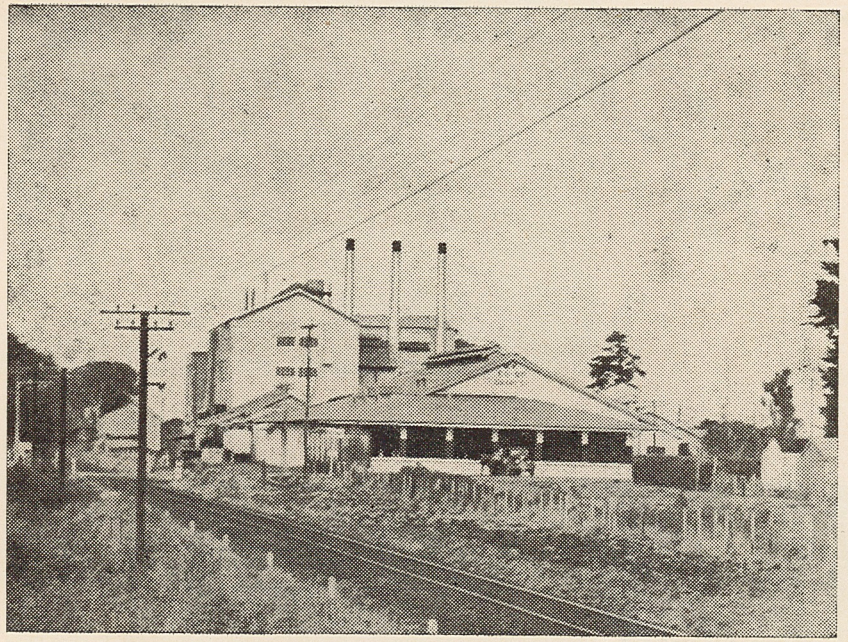
TELEPHONE 207 ——— TELEPHONE 207



WAHAROA DAIRY FACTORY

ROTORUA:

A pleasant drive of 48 miles passes through Okoroire, Tirau and over the Mamaku Range and on to Rotorua. This Thermal region affords a great variety of interest.

LAKE KARAPIRO AND CAMBRIDGE:

This short trip should not be missed by any visitor both for a pleasant drive and educational value. About 6 miles from Matamata in the Hinuera Valley interesting Rock formation is seen on either side of the road. Geologists say this denotes a former path of the Waikato river.

Shortly after turning right on to the Hamilton—Rotorua Highway the first glimpse of New Zealand's greatest man-made lake is seen. Several miles further on a sign post indicates a turning to the dam and power station.

Four miles further on brings us to Cambridge. This pretty town with its English setting is noted for its Oak lined streets, also its Domain and lake.

WAHAROA:

Situated four miles from Matamata, Waharoa boasts of possessing the largest Dairy Factory in the World. Organised parties will be conducted over the factory on application.

Here also is situated Matamata's Air Port.

HAMILTON CITY:

The Centre of the Waikato, Hamilton is one and a quarter hour's run from Matamata. This City set on the banks of the Waikato River holds a store of attraction for the visitor.

CRYSTAL HOT SPRINGS

MATAMATA

(The Natural Springs)

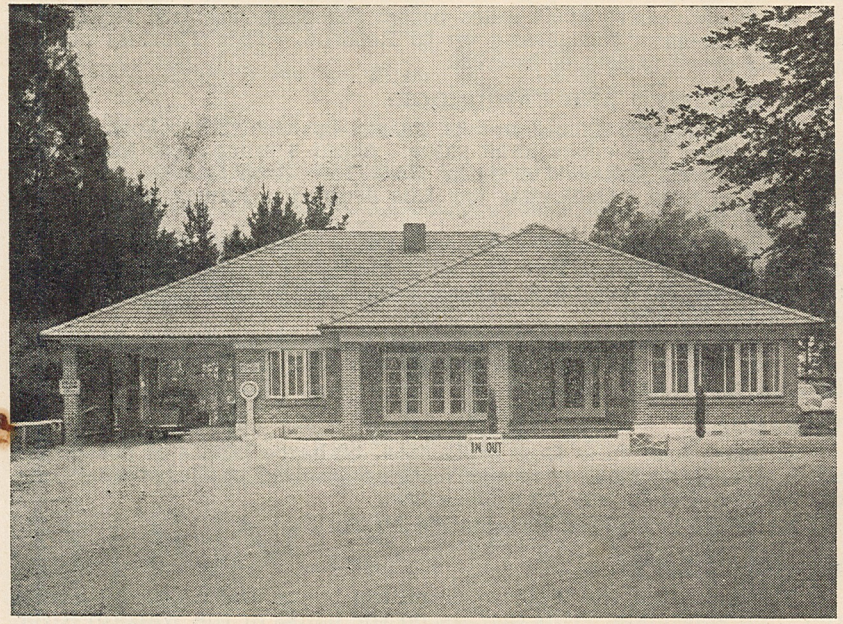
12 Acres of Beautiful Natural Bush and Camping Grounds.

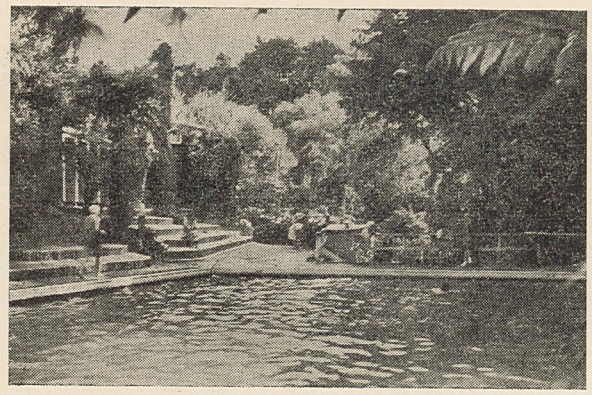
All Camping Facilities ——————— Cosy Cabins

IDEAL WINTER RESORT

For Reservations . . . . .

TELEPHONE 212, MATAMATA

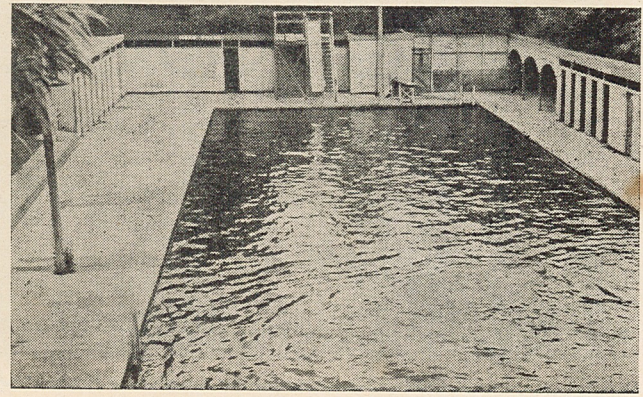


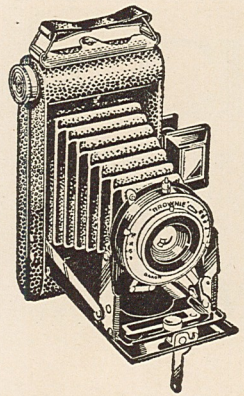


Crystal Spring

Proposed Site of Veterans' Homes, Okoroire

Opal Spring





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Presentation Specialist

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McINDOES

Music and Musical Instrument Dealer

Latest Gramophone Records In Stock

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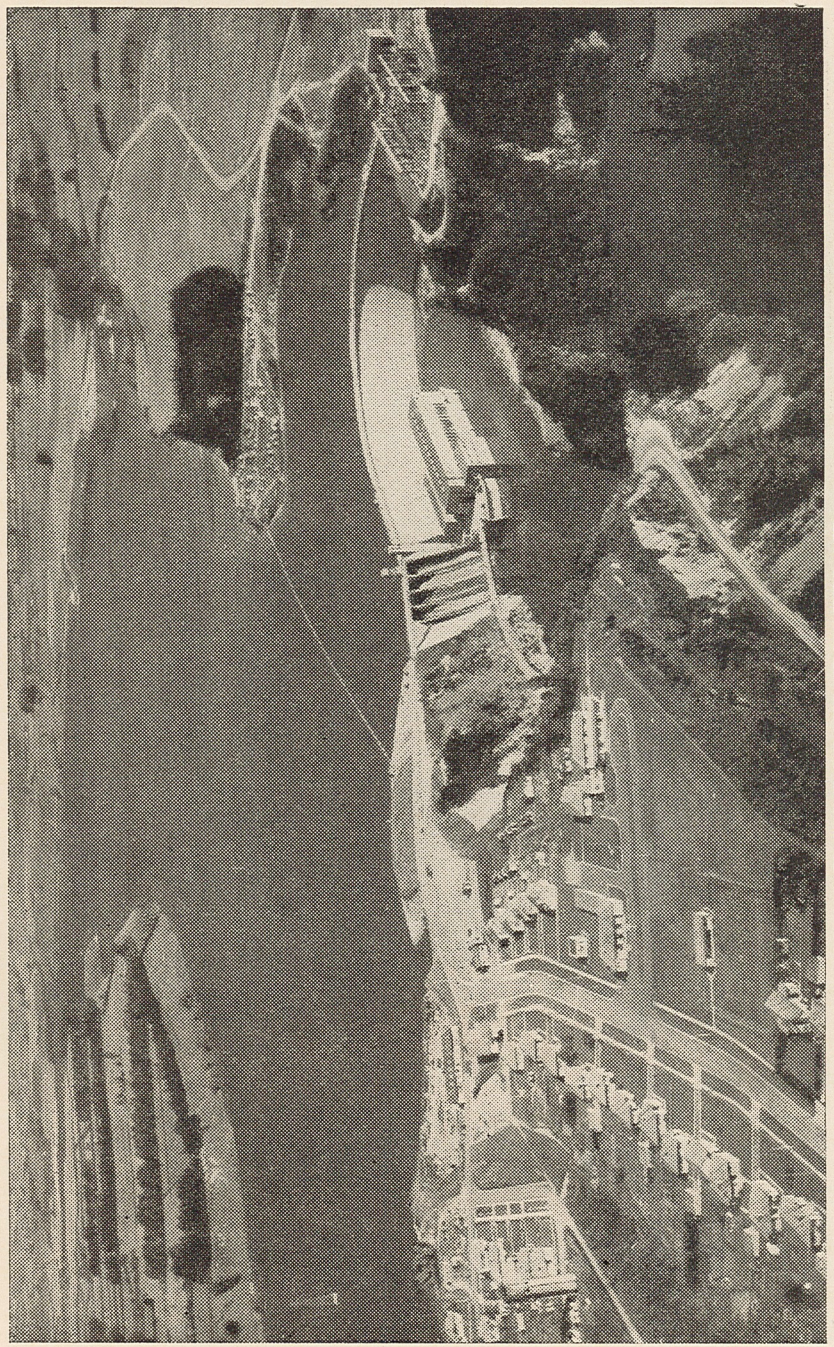
BROADWAY —— MATAMATA



White's Aviation Ltd. Photo

KARAPIRO LAKE FROM THE AIR

For the Best Selection in the Waikato of:

HANDBAGS, ALL TRAVEL REQUIREMENTS, SPORTING EQUIPMENT, CAMPING GEAR, CANVAS AND LEATHER GOODS

Come to . . .

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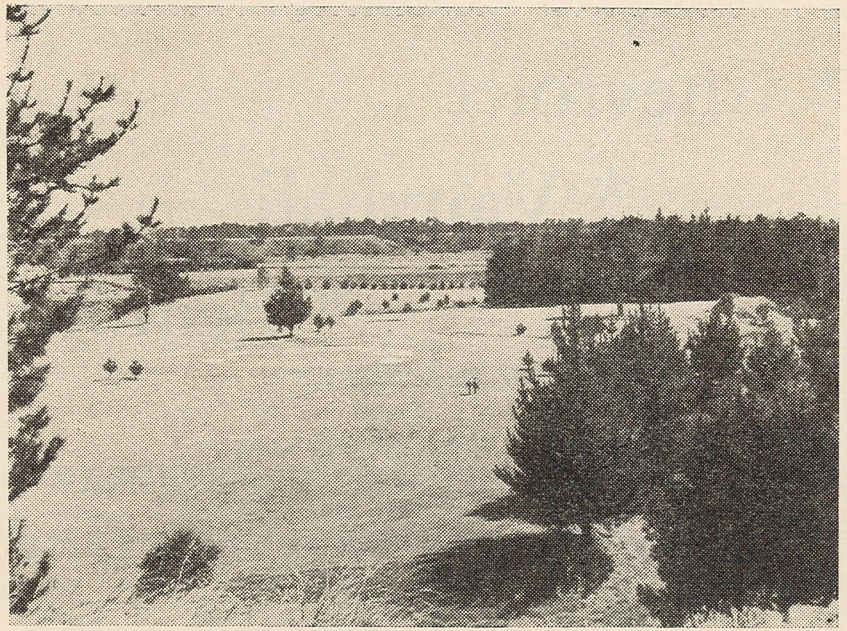

MATAMATA GOLF LINKS OVERLOOKING THE 8th GREEN

Heads - - Heads

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We Need Yours to Run Our Business

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Broadway, Matamata

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Borough Council Offices—Tui Street.
Railway Station—Arawa Street.
Municipal Baths—Meura Street.
Women's Rest Room—Hetana Street.
A.A. Agent—W. Hollis, Broadway.

CHURCHES:
"All Saints"—Canon Adams, Hohaia Street.
St. Joseph's Roman Catholic Church—Hohaia Street, Father Silk.
St. Andrew's Presbyterian Church—Meura Street, Rev. Ferguson.
Methodist Church—Broadway, Rev. Blight.
Church of Christ—Pastor Williams.

TEA ROOMS AND RESTAURANTS:
Matamata Dining Rooms—Arawa Street Extension.
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Manly Milk Bar—Broadway.
A. Jackson's Milk Bar—Broadway.
Carla Milk Bar—Arawa Street.

THEATRE:
Regent Theatre—Broadway.

TAXIS:
Taxi Stand—Phone 122.
W. J. Stanley—Phone 18M.
J. Handley—Phone 553S.
N. Clark—Phone 42.
R. A. Dakin—Phone 493.

DOCTORS AND HOSPITALS:
Dr. Andreae—Firth Street, Phone 100.
Dr. Mackereth—Tainui Street, Phone 1.
Dr. Howden—Hinuera Road, Phone 470.
Matamata Public Hospital—Elizabeth Street, Phone 129.
Braeside Private Hospital—Hinuera Road, Phone 51.

CLUBS:
Matamata Club—Rewa Street, Phone 613.
R.S.A. Club Rooms—Arawa Street Extension.

ACCOMMODATION:
Braeburn Private Hotel—Firth Street, Phone 124.

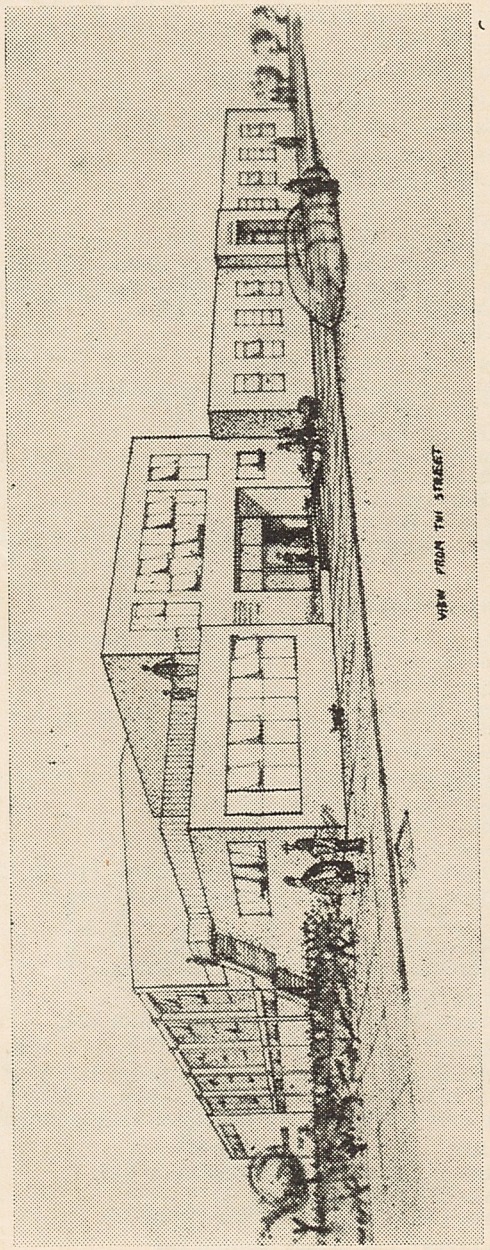
BANKS:
Bank of New Zealand—Arawa Street, Phone 569.
Australia and New Zealand Bank Ltd.—Arawa Street, Phone 70.
Bank of New South Wales—Arawa Street Extension, Phone 200.

RENTAL CARS:
Matamata Motors Ltd.—Tui Street, Phone 327.
Cowling Bros'.—Broadway, Phone 99.
Cleaver Motors Ltd.—Tainui Street, Phone 23.

POLICE STATION: Tui Street, Phone 144.

AIR TRANSPORT:
Piako Aero Club—Waharoa, Phone 63S, caretaker, Waharoa, Phone 63K.
National Airways Corporation—Hamilton, Phones, 3123 and 3665.

Matamata District War Memorial



AN ARTIST'S IMPRESSION of the Matamata District War Memorial Community Centre.

Matamata's Civic Centre

One of Matamata's greatest attractions in the near future will be the Matamata District War Memorial Community Centre, estimated to cost £35,000.

The Community Centre will incorporate a Hall of Honour, the Cenotaph which now stands outside the Town Hall, a Central Hall, a well-appointed Lounge, a Little Theatre, Club Rooms and a Gymnasium.

This is a venture to serve the people of town and country alike. It will be a Community Centre of which the people of the district will be justly proud.

Matamata's District War Memorial is financed on a £1 for £1 Government subsidy, which means that the people of Matamata must contribute £17,500 to their own Memorial. Already, the half-way mark has been reached.

The ideal of the Matamata District War Memorial has been built on a background of war effort. In common with thousands of other New Zealanders, Matamata's young men joined the fighting forces, giving up their private interests and ambitions to serve in the defence of the Empire, while the great majority of those who remained at home not only kept the wheels of industry turning at high speed, but also gave freely of their time and money assisting the National War Effort and also in local defence activities.

The Committee responsible for designing the district's War Memorial felt an obligation to develop a scheme that would reflect the war achievements of all residents of the district during the war years and be in some manner comparable with the wealth and importance of the area.

The Matamata District War Memorial has the solid backing of the Matamata R.S.A., and all the Churches have united to give their full support.

The Matamata Borough Council has already contributed £1,100 and is committed to donate £1,400. In a special message when the War Memorial scheme was first launched, the Mayor (Mr E. T. Stanley), said:—

"Over the past years, Matamata has been outstanding in its loyalty to worthwhile district projects that aim at improving the recreational and social facilities of the area. The District War Memorial is another step along this road of progress.

"It does, as it should do, emphasise the important war service our men and women gave in the Empire's defence and, in addition, provides a much-needed Centre for housing our ever-growing local organisations.

"My Council, and myself as Mayor, give full approval to the War Memorial scheme and commend it for your most generous support."

N.Z. RAILWAYS Timetable

AUCKLAND—ROTORUA EXPRESS

MONDAY—WEDNESDAY—FRIDAY

Depart Matamata 11.48 a.m. — Arrive Auckland 4.00 p.m.
Depart Matamata 1.27 p.m. — Arrive Rotorua 3.30 p.m.

MONDAY TO SATURDAY

Depart Matamata 10.7 a.m. — Arrive Frankton 12.16 p.m.
Depart Matamata 4.5 p.m. — Arrive Rotorua 8.30 p.m.

N.Z.R. ROAD SERVICES Timetable

MATAMATA DEPOT: RAILWAY STATION, ARAWA STREET

MONDAY TO SATURDAY

MATAMATA TO CAMBRIDGE

Depart ..... 4.00 p.m. — Arrive ..... 4.50 p.m.
Depart ..... 6.30 p.m. — Arrive ..... 7.20 p.m.

CAMBRIDGE TO MATAMATA

Depart ..... 7.55 a.m. — Arrive Matamata .. 8.40 a.m.
Depart ..... 6.25 p.m. — Arrive Matamata .. 7.15 p.m.

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TELEGRAPH AND MISCELLANEOUS COUNTERS:
Monday to Thursday: 9 a.m. to 5 p.m.
Friday: 9 a.m. to 5 p.m.; 7 p.m. to 8 p.m.
Saturday: 9 a.m. to 11.30 a.m.

MONEY ORDER AND SAVINGS BANK:
Monday to Thursday: 9 a.m. to 4 p.m.
Friday: 9 a.m. to 4 p.m.; 7 p.m. to 8 p.m.
Saturday: Closed.

TELEPHONE EXCHANGE: Open Continuously.

Matamata Transport Timetable

MATAMATA—OKAUIA SPRINGS

SUNDAY:
Depart Matamata 2 p.m. and 7 p.m.
Depart Springs 4.30 p.m. and 9 p.m.

WEDNESDAY:
Depart Matamata 9.30 a.m. and 3 p.m.
Depart Springs 10 a.m. and 3.45 p.m.

MATAMATA—PUTARURU

WEDNESDAY ONLY

Depart Putaruru 9 a.m. — Arrive Matamata 10 a.m.
Depart Matamata 2 p.m. — Arrive Putaruru 3 p.m.

MATAMATA—TIRAU

FRIDAY ONLY

Depart Tiru 6.30 p.m. — Arrive Matamata 7.15 p.m.

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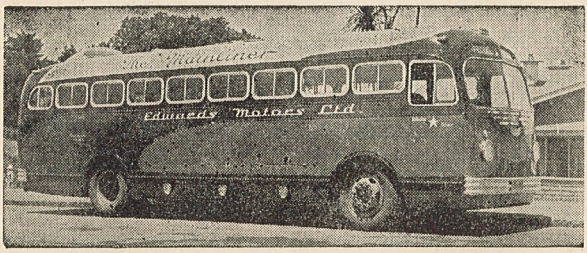

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